

Extraordinary Stock-Disposal Sale of PIANOS, PLAYER-PIANOS AND Musical Merchandise of Every Description.

Every item in our store included. Not a single reservation, and prices lower than ever before to close out before moving to our magnificent New Building. Read every word of this announcement—it's a truthful, honest, convincing statement regarding a sale of vast import to every music lover in Virginia.

"The Truth Is Mighty and Must Prevail."



The Crafts Piano Co.

INCORPORATED



Now at 121 East Broad Street.

Soon at 205 East Broad Street.

HAVE FROM THE FIRST been selling pianos of known reliability and while at first the pianos we handled were more or less unknown locally, so eminently satisfactory have they proven to every purchaser that on their recommendations we have sold hundreds of instruments to their friends and neighbors, who have come in and asked for these instruments by name.

IN MUSICAL CIRCLES OF THIS CITY our reputation is established as leaders, and while we were little leaders in the past, we have become BIG leaders now. The growth of our business illustrates what can be accomplished by the merchant who adopts for his motto, "Perseverance, Honesty and Fair Dealing," and on this platform we ask for your continued patronage. We have been successful because we have been able to sell pianos at right prices but the real secret of our success lies in the fact that we know how to BUY them right.

THIS IS NOT A "FACTORY BRANCH," forced to accept all instruments shipped by the home office and sell them at arbitrary prices, also fixed by them but an organization with an immense buying power, whereby we can buy in the open market at lowest prices and sell at the lowest margin of profit. Consider the fact that these same "Factory Branches" are obliged to maintain salesrooms, a complete selling organization with a high-salaried manager and salesmen and in addition, often pay large commissions to music teachers and others for their influence in closing sales, all of which you must pay for as it's figured in on the price you must pay. Here at Crafts where the music teacher's bread is not buttered, that expense is eliminated. Our pianos are sold on merit—we want no paid recommendations but we do want honest opinions of the quality of our instruments from music teachers and others who know by actual experience that our instruments are best.

ANOTHER POINT FOR YOU TO REMEMBER IS THIS: When you buy from Crafts, you deal directly with Crafts himself. He is here in person, always ready to right any real or fancied grievance. It is not necessary to write to the "home office" for instructions. In less time than it takes to tell it, he can and will adjust to your entire satisfaction, any misunderstanding that might possibly arise in your dealings here, so you see, "It's better to deal with Crafts than to wish you had."

WE MUST BE DOING RIGHT, you'll admit, for you know that our business has grown with wonderful strides in the five and one-half years in which we have had the pleasure in serving you. You know we must be giving value for value received, otherwise we would still be doing business in the little store wherein we started. We must be treating the musical public in a manner

which is pleasing to them or we would never have gained the liberal patronage that has kept us on the move, seeking larger quarters to take care of it properly.

WE ARE GOING INTO OUR NEW BUILDING with a complete line of new instruments and we have concluded to discontinue handling some of the present makes and styles. In order to accomplish this we are offering wonderful values—the prices of which speak for themselves and proclaim Economy and Satisfaction. In justice to the manufacturers, whose instruments we are offering at reduced prices, and in justice to the buyers as well, we are giving the serial numbers of each instrument offered so that you can tell the exact age of each instrument. To make doubly sure of disposing of our entire stock we shall allow each purchaser to make practically their own terms.

New Pianos

The quality of Crafts pianos is well known to every music lover in Virginia. The product of the foremost pianoforte manufacturers in the world, they represent the highest degree of musical excellence to be obtained. Every piano sold is sold with our ironclad guarantee of long and satisfactory service, signed by the manufacturers and endorsed by ourselves.

Beautiful Pianos, mahogany case, full octaves, overstrung base, usual prices \$250 and \$275, will go at \$148.75 and \$173.75

Regular \$300 and \$325 Pianos, handsome cases and superior tone, priced to close them out at \$250 and \$275

A Number of Regular \$400 Pianos, exceptionally fine tone and rich, artistic cases, our price for quick disposal, \$290

All higher priced instruments at proportionate reductions. Very easy terms may be arranged, payable weekly or monthly. Handsome stool and scarf with each piano.

Player-Pianos

Never has such an opportunity presented itself to own one of these beautiful instruments at such low prices and on such easy terms. They represent the world's best in player-pianos—perfect in tone and action and unequalled in construction. With one of these instruments every member of your family can gratify their desires for music to the fullest for the most difficult compositions can be played by the beginner without the tedious practice necessary to master the ordinary piano.

PRICES GREATLY REDUCED ON EVERY STYLE AND MAKE

Come in and see what money saving opportunities this sale will afford you.

With every player-piano sold during this sale we will include without additional charge, handsome bench of latest design, scarf and a number of rolls of music of your own selection. In addition to this, each purchaser will be entitled to participate in the benefits of our player roll library, with the privilege of exchanging rolls as often as desired.

Used Pianos

Pleasing instruments of dependable makes that have been thoroughly overhauled and put in good condition.

Schaeffer, ebony case, No. 4483, in good condition and a very satisfactory instrument, formerly \$350, now \$167

Ludlow, mahogany case, No. 55450, used but little and looks like new; regular price \$335, now \$207

Remington, mahogany case, No. 72127, case slightly marred, otherwise as good as new \$178

Cable, walnut case, No. 20563. If you want a piano of this make, here's a bargain \$199

Henry & S. G. Lindeman, No. 35480, mahogany case, only two years old, case slightly scratched, otherwise good as new; regular \$400 style \$275

Henry & S. G. Lindeman, mahogany case, No. 32124, three and a half years old. Inside good as new, case slightly scratched, fully guaranteed \$235

Many of the above instruments sold on terms as low as \$1.00 to \$1.50 weekly. Write for complete bargain list—it's yours for the asking.

Grands, Baby Grands and Melodigrands

While we can offer no reduced prices on Melodigrands, owing to the fact that we are at present unable to supply the demand for this wonderful instrument at the regular price, during this sale we will make exceptionally liberal terms of payment.

Henry & S. G. Lindeman Baby Grand, slightly used former price \$800, now \$595

Henry & S. G. Lindeman Baby Grand, regular \$850 \$605

Henry & S. G. Lindeman Baby Grand, regular \$800 \$495

Many other exceptional values offered in this department at prices, but little higher than you would pay ordinarily for an upright piano of recognized quality. You will probably never have another opportunity of owning one of these "de luxe instruments" at such low prices so put such easy terms.

Sheet Music and Instruction Books

Oliver Ditson's 50c Music Series, per volume \$37c

Schirmer's Household Series, per vol. \$39c

Schirmer's Library of Music, 30% discount.

Famous Compositions, vols. 1 and 2, per volume \$34c

Bellak's Piano Method, board covers \$47c

Bellak's Piano Method, paper covers \$40c

Beyer's Piano Method, board covers \$47c

Beyer's Piano Method, paper covers \$40c

Instruction Books (all instruments) at half price.

Music Primers, Dictionaries, Harmony Books and Music Writing Tablets, at half price.

SHEET MUSIC

Popular, Sacred, Classic.

De Luxe and Beaux Art Editions, per copy \$5c

Century Edition, per copy \$8c

All popular music, per copy \$9c

Music Rolls and Satchels from 25c up

Musical Instruments and Sundries At Half Price

INCLUDING

BANJOS,

MANDOLINS,

GUITARS,

VIOLINS,

ACCORDIANS,

AUTOHARPS.



Used Player-Piano Rolls

Hundreds of the most popular rolls in classics, operatic and sacred music. For both 65 and 88-note player-pianos. Formerly sold for 50c to \$2.00; marked to close 10c, 15c, 20c and 25c.



To Out-of-Town Customers:

In order to assist out-of-town purchasers to participate in the benefits of this sale, Mr. Crafts will personally select instruments for those who are unable to attend in person. You need not hesitate to send your order at once and write just what terms you desire. Orders received before 12 o'clock will be filled the same day and we pay the freight. If you find on examination that the instrument is not just what you want or is not exactly as represented, send it back at our expense and we will refund all money you may have paid or sent in with the order. Can you conceive of a plan that is better or more fair? If you can, tell us and we will not only adopt it but pay you handsomely for the suggestion.

CRAFTS, JUNE, 1907

CRAFTS, OCTOBER, 1909

CRAFTS, 1913

CRAFTS, APRIL, 1911

CRAFTS, MAY, 1908

1907

SUCCESSIVE STEPS IN THE GROWTH OF OUR BUSINESS

1913